

CLAIM AMENDMENTS

1 (Currently Amended)

A personnel guidance and location control system for guiding a group of pedestrian individuals into a ~~line thereof~~ a relatively narrow pedestrian pathway and controlling movement thereof and to an activity beyond the end of that pathway, said guidance and location control system comprising:

- a) ~~a~~ at least one ground cover substrate for disposition on a ground surface;
- b) at least one elongate element associated with said cover substrate ~~and in~~ for securement at a fixed location ~~thereon~~ for defining an end of a line of the group of pedestrian individuals and representing a waiting location for the individual at the front end of the group of pedestrian individuals in the line and where each of the individuals may wait their turn at the elongate member until they are ready to be received at the destination, so that the individuals may proceed to ~~a~~ the destination in advance of the front end of the line in an orderly and successive manner;
- c) a pair of rows of ~~plurality~~ of small discrete elements associated with said ground cover

substrate in fixed locations ~~thereon~~ relative to the elongate element and extending from opposite ends of the elongate element creating a pair of spaced apart pathway boundaries to define ~~a~~ the pedestrian pathway of movement for the group of individuals; and

d) said pathway being of a width sufficient to receive a line of individuals and arranged to guide the group of individuals to the end of the line position and being arranged to conform to an existing environment for optimum placement of a group of pedestrian individuals, the pathway boundaries defining the boundaries of movement to the side for each of the individuals in the group allowing each of the individuals to await their turn in the pathway to reach the end of the line position and then leave that end of the line position for the destination in advance of but in proximity to the end of the line position; and

d)e) means associated with said elongate element and said small discrete elements for ~~securing~~ locating same with the ground cover substrate, whereby the ground cover substrate and elongate element and small discrete elements can be ~~secured to~~ located

on the ground surface and arranged in a desired orientation to conform to an existing environment so as to optimize use of pedestrian walking space in that existing environment, the small discrete elements thereby presenting a desired pattern to enable the orderly and controlled movement of a group of pedestrian individuals into one or more lines of same to a destination.

2 (Currently Amended)

The personnel guidance and location control system of Claim 1 further characterized in that said small discrete elements extend from regions in proximity to opposite ends of the elongate element, and are arranged at a width less than the width of a conventional passenger automobile.

3 (Original)

The personnel guidance and location control system of Claim 1 further characterized in that indicia is provided on the upper surface of the elongate element.

4 (Currently Amended)

The personnel guidance and location control system of Claim 1 further characterized in that fastening means is associated with

the underside of the elongate element and with the underside of the small discrete elements, and that the fastening means comprises a downwardly projecting threaded member.

5 (Currently Amended)

The personnel guidance and location control system of Claim 1 further characterized in that fastening means is associated with the underside of the elongate element and the small discrete elements, and that the fastening means is an adhesive strip.

A system for controlling movement of pedestrian personnel in a facility servicing such personnel and presenting informational messages in connection therewith, said system comprising:

- a) a ground cover substrate for disposition on a ground surface;
- b) ~~at least one element~~ a plurality of elements associated with said ground cover substrate ~~for representing a~~ which represents a physical standing or waiting position for a pedestrian individual ~~or a guidance path representing a direction of movement for a group of the pedestrian individuals and in which an activity may take place and which~~ ground cover substrate is positionable in a location in which movement of the pedestrian individuals is to be controlled in an orderly and organized manner; and
- c) a first advertising or promotional informational message ~~located on~~ presented at an upper relatively flat surface of said substrate in such manner that it is relatively interchangeable at will so that a second advertising or promotional informational ~~substrate message~~ may be readily and quickly interchanged and presented at said surface on said

substrate in substitution for said first informational message; and

- d) each of said informational messages having content which is related to the facility at which the pedestrian individuals are being serviced or to products or services which are offered by that facility or a direction of movement with respect to that facility, such that the ground cover substrate guides or locates the individuals in an organized and orderly fashion and simultaneously presents at least one message relating to the purpose that such pedestrians are visiting such facility.

7 (Currently Amended)

The system of Claim 6 further characterized in that said first ~~information message~~ informational message is located under a relatively transparent cover member secured to said substrate with a pocket allowing access to said first informational message for removing same and inserting same.

8 (Currently Amended)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational

message has a raised portion which extends above the upper relatively flat surface of said substrate.

9 (Currently Amended)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message shows or describes direction of movement of one or more pedestrian individuals.

10 (Currently Amended)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message identifies a particular standing location for an individual in which an activity is to be conducted.

11 (Currently Amended)

The system of Claim 6 further characterized in that a foam portion is located with respect to said substrate in order to provide a raised effect to at least one of the first informational message or second informational message.

12 (Currently Amended)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational

message is mounted within a recessed portion in said substrate and is removable therefrom.

A ~~method for a~~ personnel location and movement control system for guiding a group of pedestrian individuals and also presenting an informational message to said pedestrian individuals, said method comprising:

- a) a ground cover substrate for disposition on a ground surface;
- b) an end of a line defining element on said substrate representing a location for each successive pedestrian individual who reaches the front of the line of individuals to wait until he can be received at a destination in advance of said end of a line defining element;
- b)c) a group plurality of individual small discrete path forming elements associated with said ground cover substrate and extending from ends of the end of the line element in parallel pairs of such discrete elements to define a relatively narrow pathway for guiding the movement of the pedestrian individuals;
and
- c)d) means for presenting ~~a~~ an informational message ~~on~~ at an upper surface of said substrate in such manner that the message is removable therefrom and replaceable by another informational message; and

e) each of said informational messages having content which is related to the facility at which the pedestrian individuals are being serviced or to products or services which are offered by that facility or a direction of movement with respect to that facility, such that the ground cover substrate guides or locates the individuals in an organized and orderly fashion and simultaneously presents at least one message relating to the purpose that such pedestrians are visiting such facility.

14 (Currently Amended)

The personnel location and movement control system of Claim 13 further characterized in that there is an end of the line elongate element defining an end of the pathway and two generally parallel lines ~~a plurality~~ of small discrete elements extending from the elongate element defining ~~a~~ the pathway of movement for the pedestrian individuals ~~and an elongate element defining an end of the line position for a person at the head of the line of pedestrian individuals.~~

15 (Currently Amended)

The personnel location and movement control system of Claim 13 further characterized in that said ~~first information~~ informational

message is located under a relatively transparent cover member secured to said substrate with a pocket allowing access to said ~~first~~ informational message for removing same and inserting same.

16 (Currently Amended)

The personnel location and movement control system of Claim 13 further characterized in that said informational message has a raised portion which extends above the surface of said substrate.

17 (Currently Amended)

The personnel location and movement control system of Claim 13 further characterized in that said informational message shows direction of movement of one or more pedestrian individuals.

18 (Currently Amended)

The personnel location and movement control system of Claim 13 further characterized in that said informational message identifies a particular standing location for an individual in which an activity is to be conducted.

19 (Cancelled)

20 (New)

The personnel guidance and location control system of Claim 1 further characterized in that said discrete members and elongate member and the pathway defined thereby being sufficiently low to said ground surface that they do not constitute barriers to individuals with ambulatory disabilities or in wheelchairs, such that wheelchairs can easily ride over the discrete members and the elongate member and individuals with ambulatory disabilities can readily walk over such discrete members and elongate member.

21 (New)

The personnel guidance and location control system of Claim 20 further characterized in that said pathway is also arranged to conform to an existing environment for optimum placement of the group of pedestrian individuals to maximize optimum use of space and to avoid pedestrian traffic congestion and which substrate and the elements can be relocated to another position pursuant to need therefor.

22 (New)

The personnel guidance and location control system of Claim 1 further characterized in that said ground cover substrates have end margins on said substrates so that one substrate is capable of being arranged in abutting relationship with another substrate to

form a desired pattern to thereby generate a selected pathway for the group of individuals.

23 (New)

The personnel guidance and location control system of Claim 1 further characterized in that said end of the line element is located on a substrate which is spaced slightly apart from an end of the other substrates to represent an end of the line position, but which is cooperatively located with respect to such other substrates to identify an end of the pathway

24 (New)

The system for controlling movement of pedestrian individuals of Claim 6 further characterized in that said plurality of elements comprises at least one elongate element associated with said cover substrate and being located in an orientation generally perpendicular to a direction of movement of the pedestrians and located to define an end of a line of the group of pedestrian individuals and representing a waiting location for the individual at the front end of a group of pedestrian individuals in the line, and where each of the individuals may wait their turn at the elongate member until they are ready to be received at a destination, so that the individuals may proceed to the destination

in advance of the front end of the line in an orderly and successive manner.

25 (New)

The system for controlling movement of pedestrian individuals of Claim 24 further characterized in that said plurality of elements comprises a pair of rows of small discrete elements associated with said ground cover substrate in fixed locations relative to the elongate element and extending from opposite ends of the elongate element creating a pair of spaced apart pathway boundaries to define a pedestrian pathway of movement for the group of individuals.

26 (New)

The system for controlling movement of pedestrian individuals of Claim 25 further characterized in that said pathway is of a width sufficient to receive a group of individuals and arranged to guide the group of individuals to the end of the line position and being arranged to conform to an existing environment for optimum placement of a group of pedestrian individuals, the pathway boundaries defining the boundaries of movement to the side for each of the individuals in the group allowing each of the individuals to await their turn in the pathway to reach the end of the line position and then leave that end of the line position for a

destination in advance of but in proximity to the end of the line position.